

1 of 6

Rep Firm ) PHILADELPHIA  
Sales Office ( )  
Salesperson ( ) AMT MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

$$SC = \pi$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	NEWS	:30	\$185.00	09/19-09/21	3	1	3	\$555.00	
		Buyline Comment: NEWS										
	2	M-TU	5A-6A	NEWS	:30	\$185.00	09/24-09/25	2	1	2	\$370.00	
		Buyline Comment: NEWS										
	3	M-TU	6A-7A	NEWS	:30	\$450.00	09/24-09/25	2	1	2	\$900.00	
		Buyline Comment: NEWS										
	4	W-F	6A-7A	NEWS	:30	\$450.00	09/19-09/21	3	1	3	\$1,350.00	
		Buyline Comment: NEWS										
	5	W	7A-9A	TODAY	:30	\$550.00	09/19-09/19	2	1	2	\$1,100.00	
		Buyline Comment: TODAY										
	6	TH-F	7A-9A	TODAY	:30	\$550.00	09/20-09/21	2	1	2	\$1,100.00	
		Buyline Comment: TODAY										
	7	M	7A-9A	TODAY	:30	\$550.00	09/24-09/24	1	1	1	\$550.00	
		Buyline Comment: TODAY										
	8	TU	7A-9A	TODAY	:30	\$550.00	09/25-09/25	2	1	2	\$1,100.00	
		Buyline Comment: TODAY										
	9	M-TU	9A-10A	TODAY II	:30	\$200.00	09/24-09/25	2	1	2	\$400.00	
		Buyline Comment: TODAY II										
	10	W-F	9A-10A	TODAY II	:30	\$200.00	09/19-09/21	3	1	3	\$600.00	
		Buyline Comment: TODAY II										

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) HELLER FOR SENATE  
 Product HELLER FOR SENATE  
 Estimate#  
 Buyer NEIL WILLIAMS  
 Phone#  
 Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
 3299 K STREET NW SUITE #200  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E  
 Flight Dates 09/19/2012 - 09/25/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	W-F	10A-11A	TODAY III	:30	\$200.00	09/19-09/21	3	1	3	\$600.00	
				Buyline Comment: TODAY III								
	12	M-TU	10A-11A	TODAY III	:30	\$200.00	09/24-09/25	2	1	2	\$400.00	
				Buyline Comment: TODAY III								
	13	M-TU	11A-12P	RR	:30	\$200.00	09/24-09/25	2	1	2	\$400.00	
				Buyline Comment: RR								
	14	W-F	11A-12P	RR	:30	\$200.00	09/19-09/21	3	1	3	\$600.00	
				Buyline Comment: RR								
	15	W-F	12P-1230P	NEWS	:30	\$275.00	09/19-09/21	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	16	M-TU	12P-1230P	NEWS	:30	\$275.00	09/24-09/25	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	17	M-TU	1230P-1P	AGENDA	:30	\$200.00	09/24-09/25	2	1	2	\$400.00	
				Buyline Comment: AGENDA								
	18	W-F	1230P-1P	AGENDA	:30	\$200.00	09/19-09/21	3	1	3	\$600.00	
				Buyline Comment: AGENDA								
	19	W-F	1P-2P	DAYS	:30	\$275.00	09/19-09/21	3	1	3	\$825.00	
				Buyline Comment: DAYS								
	20	M-TU	1P-2P	DAYS	:30	\$275.00	09/24-09/25	2	1	2	\$550.00	
				Buyline Comment: DAYS								
	21	M-TU	2P-3P	DRS	:30	\$175.00	09/24-09/25	2	1	2	\$350.00	
				Buyline Comment: DRS								

Rep Order#	6832079	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

**Traffic Order# 104401**

401      **Printed:**    07/18/2012 10:25 AM  
          **Last Received:**    07/12/2012 4:04 PM  
          **Showing Buylines:** All Lines

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Station KSNV-TV LAS VEGAS, NV.  
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Product HELLER FOR SENATE  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#

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3299 K STREET NW SUITE #200  
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Flight Dates 09/19/2012 - 09/25/2012  
Hiatus Weeks

Rep firm	
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Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	W-F	2P-3P	DRS	:30	\$175.00	09/19-09/21	3	1	3	\$525.00	
		Buyline Comment: DRS										
	23	W-F	3P-4P	PHIL	:30	\$300.00	09/19-09/21	3	1	3	\$900.00	
		Buyline Comment: PHIL										
	24	M-TU	3P-4P	PHIL	:30	\$300.00	09/24-09/25	2	1	2	\$600.00	
		Buyline Comment: PHIL										
	25	M-TU	4P-430P	NEWS	:30	\$350.00	09/24-09/25	2	1	2	\$700.00	
		Buyline Comment: NEWS										
	26	W-F	4P-430P	NEWS	:30	\$350.00	09/19-09/21	3	1	3	\$1,050.00	
		Buyline Comment: NEWS										
	27	W-F	430P-5P	NEWS	:30	\$450.00	09/19-09/21	3	1	3	\$1,350.00	
		Buyline Comment: NEWS										
	28	M-TU	430P-5P	NEWS	:30	\$450.00	09/24-09/25	2	1	2	\$900.00	
		Buyline Comment: NEWS										
	29	M-TU	5P-630P	NEWS	:30	\$725.00	09/24-09/25	4	1	4	\$2,900.00	
		Buyline Comment: NEWS										
	30	W-F	5P-630P	NEWS	:30	\$725.00	09/19-09/21	6	1	6	\$4,350.00	
		Buyline Comment: NEWS										
	31	W-F	630P-7P	JEP	:30	\$725.00	09/19-09/21	3	1	3	\$2,175.00	
		Buyline Comment: JEP										
	32	M-TU	630P-7P	JEP	:30	\$725.00	09/24-09/25	2	1	2	\$1,450.00	
		Buyline Comment: JEP										

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6540  
1845

Department

Rep Order#	6832079	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

**Traffic Order# 104401**

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Product	HELLER FOR SENATE
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Buyer	NEIL WILLIAMS
Phone#	

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Salesperson Phone#	215-568-6540
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SA	9A-930A	NEWS	:30	\$275.00	09/22-09/22	1	1	1	\$275.00	
			Buyline Comment: NEWS									
	45	SA	5P-630P	NEWS	:30	\$350.00	09/22-09/22	2	1	2	\$700.00	
			Buyline Comment: NEWS									
	46	SA	630P-730P	NEWS	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
			Buyline Comment: NEWS									
	47	SA	1130P-1A	SNL	:30	\$750.00	09/22-09/22	1	1	1	\$750.00	
			Buyline Comment: SNL									
	48	SU	6A-7A	NEWS	:30	\$185.00	09/23-09/23	1	1	1	\$185.00	
			Buyline Comment: NEWS									
	49	SU	7A-8A	SUN TODAY	:30	\$625.00	09/23-09/23	1	1	1	\$625.00	
			Buyline Comment: SUN TODAY									
	50	SU	8A-9A	MTP	:30	\$3,000.00	09/23-09/23	1	1	1	\$3,000.00	
			Buyline Comment: MTP									
	51	SU	9A-930A	NEWS	:30	\$250.00	09/23-09/23	1	1	1	\$250.00	
			Buyline Comment: NEWS									
	52	SU	930A-10A	CM	:30	\$250.00	09/23-09/23	1	1	1	\$250.00	
			Buyline Comment: CM									
	53	SU	515P-830P	SNF	:30	\$8,000.00	09/23-09/23	1	1	1	\$8,000.00	
			Buyline Comment: SNF									
	54	SU	8P-9P	POSTGAME	:30	\$6,500.00	09/23-09/23	1	1	1	\$6,500.00	
			Buyline Comment: POSTGAME									

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 Advertiser ( ) HELLER FOR SENATE 3299 K STREET NW SUITE #200 Sales Office ( ) AMY MCCREARY  
 Product HELLER FOR SENATE WASHINGTON, DC 20007 Salesperson ( )  
 Estimate# Buyer NEIL WILLIAMS Agency C/P1/P2/E Flight Dates 09/19/2012 - 09/25/2012 Salesperson Phone# 215-568-6540  
 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	55	SU	1130P-12A	SPORTS NIGHT	:30	\$200.00	09/23-09/23	1	1	1	\$200.00	
Buyline Comment: SPORTS NIGHT												

---REPORT TOTALS---  
 Report Totals: 116 / \$62,510.00

---SALES MONTHLY TOTALS---

Sep 12: 116 / \$62,510.00  
 Sales Totals: 116 / \$62,510.00  
 Station Totals: 116 / \$62,510.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$215,552	CATV 0%	KBLR 0%	KINC 0%	KLAS 26%	KSNV 29%
		KTUV 18%	KTUD 1%	KVCW 1%	KVMY 1%	KVVU 24%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES  
 Books NOV12  
 Demos RA35+

---CREDIT RISK---  
 CASH IN ADVANCE